

File

OCT 13 1941

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	RESORT COLLECTION Claire McCardell's new resort collection, now showing daily at 11:00 A.M. and 2:30 P.M.	TOWNLEY	550 SEVENTH AVENUE
Just Organized	CLASSES IN CLOTHES Unique design school. Faculty consists of Aline Bernstein, authority in American stage-costume; Irene Sharaff, outstanding younger theatre designer; and Rose Bogdanoff, drama instructor and designer's associate. Open to beginners and professionals. 10-week session covering History of Dress; Modern Dress and Theatre-Costume, and making use of Museum of Costume Art sources adjoining Workshop. Students are provided with laboratory where they cut, fit, and drape under direction of 4 top-ranking designers. Tuition: morning sessions, \$100; evening sessions, \$85. For further information, registration, etc., contact: Miss Edythe Latham, CH. 7-2431	THREE AUTHORITIES IN THEATRE DESIGN	630 FIFTH AVENUE WORKSHOP 419

WEEK ENDING FRIDAY, OCTOBER 10, 1941

C 6-7482

Friday October 10 Luncheon	"GOOD WILL" LUNCHEON As a prelude to the celebration of its 75th, or "Diamond Jubilee" anniversary, Rich's of Atlanta will entertain 500 of its leading resources at luncheon, disclosing many of its plans for the coming year. By invitation only. Contact: N.Y. Office, 130 W. 31st St., CH. 4-5946.	RICH'S, INC., ATLANTA	HOTEL ASTOR ROOF
Friday October 10 5:30 P.M.	PREVIEW: "CURTAIN DINNER FASHION SHOW" Press preview of Wed., Oct. 15th dinner fashion show to benefit 6 Catholic charities. Exhibitors: The Tracy Haight "As You Like It Shop"; Maximilian, Furs; Braagaard, Hats; Barra, Gloves; Lambert Brothers, Jewels; and Gloria Bristol, Make-up and Hair-Dressing. Society mannequins. Dinner and fashion show admission, \$3.50. Open to public. Today's Press preview by invitation at 5:30 P.M. Publicity: Miss Rosalie Jordan, VO. 5-2800.	SIX SOCIETY-SPONSORED CATHOLIC CHARITIES	SHERRY NETHERLAND NETHERLAND ROOM
Saturday October 11 7:30 P.M.	GALA PREVIEW: MACY-PARKCHESTER Residents of Parkchester, the giant housing-development of the Metropolitan Life Insurance Co., will have their own gala evening preview of Macy-Parkchester, which opens for business the following Monday morning, Oct. 13th. Ceremonies begin on Metropolitan Ave. West, back of the store, where members of the firm will deliver brief addresses before cutting the tapes. Press by invitation only. Publ. Mr. Nevin, CH.4-2000.	R.H. MACY & CO., INC.	PARKCHESTER EAST BRONX, N.Y.

WEEK BEGINNING MONDAY, OCTOBER 13, 1941

Beginning Monday October 13	OPENING OF CRUISE-RESORT COLLECTIONS 2 showings daily, 10:30 A.M. and 2:30 P.M. See following page for individual dates.....	FOGA SPORTSWEAR MANUFACTURERS	INDIVIDUAL SHOWROOMS
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
	OCTOBER 13		OCTOBER 15
	SPORTCRAFT, INC.	550 7TH AVE.	GOODSTEIN, DAVID M. 550 7TH AVE.
	STAR-MAID DRESSES	498 " "	MUTUAL ROSENBLUM 498 " "
	STEINBERG, SAM & CO.	498 " "	ROSENBERG, ZOLTAN 550 " "
	OCTOBER 14		OCTOBER 16
	ADLER & ADLER	550 7TH AVE.	NUDELMAN, CHAS. W. 550 7TH AVE.
	DAVIDOW, INC.	550 " "	
	KANE-WEILL, INC.	498 " "	
Monday October 13	OFFICIAL OPENING: CALIF. RESORT LINES	ASSOC. APPAREL MFGS.	BEVERLY HILLS HOTEL LOS ANGELES
Tuesday October 14 9:30 A.M. Breakfast	BREAKFAST PREVIEW: PALM BEACH COLLECTION Tina Leser will preview her new Palm Beach Collection to members of the Fashion Press, at breakfast. By invitation only. First Trade showing follows at 4:30 P.M. the same day. Contact: Tina Leser, LO. 3-0232.	TINA LESER	ONE WEST 47TH STREET
Tuesday October 14 12:15 P.M.	AD. WOMEN'S CLUB LUNCHEON Speaker: Mr. Theodore H. White, foreign correspondent of Time Magazine. Subject: "War Conditions in China". And for comic relief: the witty Sheila Barrett. Publicity: Amy Blaisdell, 342 Madison Ave., MU. 2-0253.	AD. WOMEN'S CLUB OF NEW YORK	TOWN HALL CLUB 123 WEST 43RD ST.
Tuesday October 14 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Henri Bendel will present Fall Fashions at a benefit luncheon revue. Proceeds to orphaned and convalescent children. Open to public. Press by invitation. St. Regis Publicity: Jane Hunter, PL. 3-4500.	HENRI BENDEL FOR SPEEDWELL SOCIETY	ST. REGIS HOTEL VIENNESE ROOF
Tuesday October 14 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Jonai is 2nd to exhibit Fall Fashions in the Salon d'Elegance Tuesday Luncheon Fashion Show-series. Open to public. Fashion Press by invitation. Ritz Publicity: Marion Morrison, PL. 3-4600.	JONAI, INC.	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday October 14 3:00 P.M.	INVITATION PREVIEW: NEW HAT COLLECTION Erik, formerly of Paris and London, will preview his Midwinter and Resort Collection to private clients and members of the Fashion Press. By invitation only. Publicity: Elizabeth Maher, EL. 5-4248.	ERIK, THE MILLINER	15 EAST 53RD STREET
Tuesday October 14- November 29 Press Reception 4-7:00 P.M. Tea at 4:30 P.M.	NECKWEAR EXHIBIT: "COLLAR AND CUFFS" Presenting kerchiefs, yokes, guimpes, collars and fichus of the past 300 years. Also prize-winning modern neckwear from design-competition among students of Cooper Union Art School. Neckwear Mfgs. Assoc. will cooperate in execution of student-designs and display of new neckwear, picked by jury of 9 outstanding fashion authorities representing magazines, newspapers and stores. For further information contact: Mr. Douterman, Cooper Union, AL. 4-6300.	COOPER UNION MUSEUM	ASTOR PLACE & COOPER SQUARE
Tuesday October 14 5:30- 8:30 P.M.	COCKTAIL SHOWING: NEW COLLECTION Sketches and models of new Fall and Winter Collection. By invitation. Contact: Polly Busch, WI. 2-8372.	PHILLIPPA MACDONALD CUSTOM DRESSMAKER	19 WEST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Evening October 14 8:30 P.M.	METROPOLITAN MUSEUM'S TELEVISION SERIES 2nd in October series of weekly Television programs, based on Metro- politan Museum sources, thus made as widely accessible as possible for design-study and inspiration. Subject of program: "Indians and Euro- peans". Re-telecast for children the following Thursday (October 16) at 2:45 P.M. W2XAB Publicity: Wil Marcus, WI. 2-2000.	METROPOLITAN MUSEUM OF ART AND CBS	STATION W2XAB
Wednesday October 15 10:30 A.M.	INTRODUCING "ANTONIA MODES" Blotta & Conti are launching a new department, "Antonia Modes", a "junior price" division for dresses and costumes retailing at \$39.95 and \$49.95. Keyed, in the words of the House itself, "to a world of changing pocketbooks". Antonia Modes do <u>not</u> replace the renowned Anthony Blotta Originals (which will have their own special showing at a date to be an- nounced here later). "Antonia" is a completely new and second division evolved by this talented House, without departure from their high stan- dards and exclusive fabrics, in spite of the new "junior price" appeal. Antonia Modes for Cruise and Resort Wear will make their official debut on Wed., Oct. 15 from 10:30 A.M. on. Publ. Zanville Diamond, PL.3-5252.	BLOTTA & CONTI	498 SEVENTH AVENUE
Wednesday October 15 1:00 P.M. Luncheon	LUNCHEON SHOW: WOOLEN TROUSSEAUX FASHIONS Lord & Taylor and June Hamilton Rhodes will cooperate in presenting a luncheon revue of woolen bridal party and trousseaux fashions, given for members of the Junior League and their guests. Orchids will be the featured flower of the day. <u>Real</u> jewels will be shown with all costumes. Contacts: woolens, orchids, jewels, June Hamilton Rhodes, WI. 7-7476. Lord & Taylor Publicity: Mrs. Eleanor Howard, WI. 7-3300.	LORD & TAYLOR AND JUNE HAMILTON RHODES	JUNIOR LEAGUE CLUB- HOUSE, 221 EAST 71 ST.
Wednesday October 15 3:30- 4:30 P.M.	RADIO CITY TELEVISION MATINEE The Fashion spot on the weekly Radio City Television Fashion Matinée will, as usual, be entrusted to Christopher Rule who describes in his own pleasant style, what he has seen in the smart spots of New York, illustrating, as he gossips, with his facile pencil. Mr. Rule will, on this program, present clothes by Carrie Munn (Mrs. Orson D, whose hats and rhumbas are known to the nation). Press may view telecast from NBC Press Room, 30 Rockefeller Plaza. NBC Program Director, Mr. Colling, CI. 7-8300, Christopher Rule, PL. 3-7636.	NATIONAL BROAD- CASTING COMPANY	STATION WNBT
Wednesday October 15 4:00 P.M. Cocktails	PRESS PREVIEW AND RECEPTION Knize will precede the public opening of his New York Establishment at 20 East 56th Street, with a special press preview and reception. In New York, Knize will continue his famous custom-tailoring and shirtmak- ing for men and women; will present specialized accessories; and will feature the famous "Knize Ten Toiletries". Reception-preview by invita- tion only. Publicity: Viola Shefer, PL. 3-2117.	KNIZE (FORMERLY OF LONDON AND PARIS)	20 EAST 56TH STREET
Wednesday October 15 4:30 P.M.	WINTER CARNIVAL OF FASHIONS IN BEAUTY Gala pre-holiday presentation of Elizabeth Arden's Christmas surprises. Also all that's new in faces, figures, and hair fashions for holiday fun. For members of the Fashion Press. By invitation only. Publicity: Mrs. Virginia Wobber, PL. 3-3410.	ELIZABETH ARDEN	ARDEN SALON 691 FIFTH AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday Evening October 15	FREE COURSE: HISTORY OF COSTUME DESIGN Registration now under way for free course beginning Oct. 15th, held every Monday and Wednesday evening thereafter. Course covers development of clothing design from ancient times to present, showing how design is af- fected by history, psychology and other factors in country in which it originates. Registration in Room 228 at School, above.	TEXTILE HIGH SCHOOL	351 WEST 18TH ST. ROOM 228
Beginning Thursday October 16 (Press preview, Monday, Oct. 13; Members' preview, Wednesday, Oct. 15)	BIG DOINGS AT THE METROPOLITAN MUSEUM Four important public Openings on Thursday, Oct. 16th (preceded by Press Previews all day Monday, Oct. 13th, and Members' private Opening Preview Wednesday evening, Oct. 15th). <u>Opening of New Junior Museum</u> , accommodating from 800 to 1000 children daily, with special library of books suited to juvenile tastes; galleries where changing exhibitions will be held, and a special children's restaurant. <u>Opening of large loan exhibit: "Contemporary American Water Colors"</u> <u>Opening of important new room in the American Wing, "The Verplanck Drawing Room" (late 18th Century)</u> <u>Opening of New Museum Restaurant (in addition to New Junior Museum Restaurant for school children)</u>	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. <i>Strab CP3-7370</i>
For details, photos, etc., contact: Alice Merriam, RH. 4-7690.			
Thursday October 16 1:00 P.M. Luncheon	SERT ROOM LUNCHEON FASHION SHOW 2nd in Sert Room Fall Luncheon Fashion Show-series. The Tailored Woman will present new fashions illustrating the theme: "Standards For Distinc- tion". Open to public. Buffet luncheon, \$2. Press by invitation only. Tailored Woman Publ., Edith Carter, PL. 5-2500. Waldorf Publ., Ted Saucier, EL. 5-3000.	TAILORED WOMAN	WALDORF ASTORIA HOTEL SERT ROOM
Thursday October 16 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW De Pinna will present new Fall Fashions at the weekly Thursday Fashion Luncheon in the Plaza's celebrated Persian Room. Open to public. De Pinna Publ., Dorothy Coburn, VO. 5-4800. Plaza Publ., J.Ryle, PL. 3-6744.	DE PINNA	PLAZA HOTEL PERSIAN ROOM
Thursday October 16 1:00 P.M. Luncheon	AMBASSADOR LUNCHEON FASHION SHOW Milgrim will present a showing of Fall and Winter Fashions as a feature of the Opening Luncheon of the Season at the Ambassador's popular Trianon Room. Open to public. Fashion Press by invitation. Milgrim Publicity: Martin O. Kahn, CI. 7-7200. Ambassador Publicity: Corinne Buchanan, WI. 2-1000.	MILGRIM	TRIANON ROOM AMBASSADOR HOTEL
Thursday October 16 4:00 P.M. Tea	"GALLERY OF FASHION PORTRAITS" - PRESENTATION Angela, Inc., exclusive Philadelphia Shop, will present Madame Paule Madoc (Countess de St. Maur), who will show her newest collection, a "Gallery of Fashion Portraits", to Philadelphia society, which always turns out "en masse" for a Paule Madoc Collection. This teatime revue will also further the work of raising money for a fund for Christmas Bundles for the "For- gotten Man" - the French war prisoner in Germany. This is an Anne Morgan- directed endeavor which has the endorsement of both the Free French Forces and Vichy. Bundles at \$3. each, will be shipped and distributed by Ameri- can and Intern'l Red Cross. By invitation of Mre. Madoc, PL. 3-3884.	ANGELA, INC.	PHILADELPHIA, PA. 1721 WALNUT STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 16 5-7:00 P.M.	PRESS SHOWING: GUATEMALAN INDIAN COSTUMES Tobé, one of America's outstanding fashion authorities, recently returned from a trip to Guatemala, will show members of the Fashion Press a collection of original Indian costumes gathered from among the 57 tribes now living in Guatemala. These were brought back by Tobé herself for their design-inspirational possibilities for creators here. By invitation. Contact: Miss Hayden, CH. 4-1219.	TOBÉ	WALDORF ASTORIA HOTEL PERROQUET SUITE
Beginning Thursday October 16 7:00 P.M.	13TH ANNUAL AD. COURSE FOR WOMEN Thorough-going October-thru-April-course for beginners in advertising, including lectures by prominent advertising men and women; field trips affording actual observation of mechanics of ad-production, "Career Clinic", and opportunity to compete for scholarships for further ad-study in N.Y. schools and universities. Tuition \$10. Registration with Mrs. Blake at Ad. Women's Club, 47 West 34th St., WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	N. Y. HERALD TRIBUNE 230 WEST 41ST STREET
Thursday October 16 7:30- 8:30 P.M.	"THE BRIDE'S HOUR" Feature of "late night at Macy's", "The Bride's Hour". Prospective brides are addressed by experts. Subject of October 16th session: "Budgets". Open to public. For further information, contact: Mrs. Kay Inglis Jones, CH. 4-2000.	R.H.MACY & CO., INC.	HERALD SQUARE 13TH FLOOR
Friday October 17	OPENING: EMPIRE FALL RACE MEET	EMPIRE CITY RACING ASSOCIATION	YONKERS, NEW YORK
Friday Evening October 17	PRESENTING SCHOOL & PARTY FASHIONS By special request, Mary Lewis (whose summer home is in Cold Spring) will show school and party fashions to the girls of the fashionable Cold Spring School. Publicity: Rosemary Sheehan, PL. 8-3300.	MARY LEWIS	COLD SPRING SCHOOL COLD SPRING, N. Y.
✓ Saturday October 18	16TH ANNUAL HUNT MEET	MONMOUTH COUNTY HUNT RACING ASSOCIATION	AMORY HASKELL EST. RED BANK, NEW JERSEY
Saturday October 18 2:00 P.M.	SPORTSWEAR FASHION SHOW Presenting highlights from Gimbel's "Classic-Maker" Collection - a new family of tailored fashions which will be featured exclusively by Gimbel's in N.Y. Open to Press and public. Publicity: Marjorie Howard, PE.6-5100.	GIMBEL BROTHERS	B'WAY AT 33RD STREET 3RD FL. SPORTS SHOP
Monday October 20 3:30 P.M.	AUTUMN FASHION SHOW Sports clothes, "Mother-and-Daughter" ensembles and Autumn Wedding Fashions will be presented by Mary Lewis to members of the Princeton Women's Club and their guests. Publicity: Rosemary Sheehan, PL. 8-3300.	MARY LEWIS	PRINCETON WOMEN'S CLUB PRINCETON, NEW JERSEY
Tuesday October 21 1:00 P.M.	RITZ LUNCHEON FASHION SHOW The Bride's Magazine will sponsor a luncheon revue based on the "important clothes-moments in a girl's life" - beginning with her coming-out party and following thru until the "going-away" costume which starts off her honeymoon. Costumes for entire presentation by Rose Tafel, in Celanese Creative Fabrics. Open to public. Audience will largely consist of newly engaged girls, soon to be brides. Press by invitation only. Ritz Publ., Marion Morrison, PL. 3-4600. Celanese Publ., Bernard Sobel, LE. 2-5050.	BRIDE'S MAGAZINE	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 21 1:30 P.M. Luncheon	PIERRE LUNCHEON FASHION SHOW The Tailored Woman will present new fall fashions to the members of the Mid-Town Club and their guests, at luncheon at the Pierre. Tailored Woman Publ., Edith Carter, PL. 5-2500. Pierre Publ., Mr. T.W. Lynch, RE. 4-5900.	TAILORED WOMAN	HOTEL PIERRE ROOF GARDEN
Thursday October 23 10:30 A.M.	OPENING OF NEW RESORT COLLECTION Louise Macy (operating without the Mrs. Potter who was responsible for the first Macy-Potter showing), now presents her second independent collection--resort and early spring coats, suit-ensembles, day and afternoon dresses, dinner and evening gowns. The collection will be shown daily at 10:30 A.M. and 2:30 P.M. Open to Trade and Press. Contact: Miss Krauss, BR. 9-6907.	LOUISE MACY, INC.	36 WEST 47th STREET
Thursday October 23 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW Gunther will present Fall and Winter Furs at the weekly fashion luncheon in the Persian Room. Open to public. Press by invitation only. Gunther Publ., Viola Shefer, PL. 3-2117. Plaza Publ., Joseph Ryle, PL. 3-6744.	GUNTHER, FURS	PLAZA HOTEL PERSIAN ROOM
Friday Evening October 24	GALA DIAMOND BALL AND DEBUTANTE COTILLION Very social! Sponsored by the N.Y. Infirmary for Women and Children. 100 hand-picked debs will take part in the Cotillion. Diamonds will be <u>the</u> fashion of the evening! Orchids will, as usual, be one of the Cotillion favors. Admission only by invitation. Publ., June Hamilton Rhodes, WI. 7-7476.	N.Y. INFIRMARY FOR WOMEN & CHILDREN	WALDORF ASTORIA HOTEL BALLROOMS
Saturday October 25 3:30 P.M.	BENEFIT FASHION SHOW Gimbel's will stage a novel fashion show for the benefit of the Catholic Big Brothers Club Auxiliary, taking as the star of the show, a theoretical young school teacher about to be married. The presentation will see her through all of the wardrobe needs of such an exciting period in a career girl's life. Show open to club membership, by invitation. Members of Fashion Press welcome without invitation. Publ., Marjorie Howard, PE. 6-5100.	GIMBEL BROTHERS	HOTEL PIERRE GRAND BALLROOM
Saturday October 25 Cocktail Time	BENEFIT FASHION SHOW AND COCKTAIL PARTY "Classics in Fashions", ranging from bathing suits to wedding gowns, will be presented by Jack Arnold on 30 models from the Arnold Mannequin School, at a gala Fashion Show and Cocktail Party arranged for the benefit of the BAAC. Open to public. Admission, \$1. Press by invitation. Publicity: Philip Schuyler, MU. 3-4383.	BRITISH AMERICAN AMBULANCE CORPS	RAINBOW ROOM ROCKEFELLER CENTER
Week of October 27	SIMULTANEOUS SHOWING: N. Y. AND ST. LOUIS SHOE LINES	NEW YORK AND ST. LOUIS SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS & VANDERBILT, COMMODORE, NEW YORKER, McALPIN HOTELS
Monday October 27 Luncheon	PRIVATE DEALERS' LUNCHEON Strictly private, important Dealers' Luncheon at which I. Miller will as usual present their new Shoe Collection for Spring and Southern Resorts. Admission by ticket only. Fashion Director, Verne Clarke, ST. 4-7800.	I. MILLER & SONS	FACTORY, 43-10 23RD ST. LONG ISLAND CITY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 27 12 Noon Luncheon	SHOE DEALERS' LUNCHEON Newton Elkin's traditional Dealers' Luncheon. Principal speaker: Mr. Walter Halle, Gen. Mdse. Mgr. Halle Bros., Cleveland. Topic: "Mfgs., Merchants: Collaborators". Mrs. Ruth Rusling who has addressed many Newton Elkin meetings in the past, will again discuss "Spring Shoes in Relation to the Spring Fashion Picture." For dealers only, and strictly by invitation. Publicity: Paul Elkin, LO. 5-6569.	NEWTON ELKIN	WALDORF ASTORIA HOTEL WEDGEWOOD ROOM
Beginning Monday October 27- November 1 Press Preview Sunday Afternoon October 26	WOMEN'S NAT'L EXPOSITION OF ARTS AND INDUSTRIES 18th annual exhibit. This year's program planned to focus America's attention on value of <u>hand arts</u> to relieve tension and help sustain morale during periods of stress. Slogan, "STEADY HANDS... STEADY NERVES". All exhibits to be active demonstrations, with craftsmen at work and audience participating wherever possible. Foreign Section of Exhibit will include some of finest art treasures available. Also samples of handicrafts from invaded countries. Crown Princess Marta of Norway, sponsor of Norwegian participation, will attend Opening. American exhibitors will include many well-known artists and designers. Of special interest: <u>Free French</u> exhibit, showing best existing examples of fashions and accessories designed and made in Paris <u>before</u> the war. Modern furniture and paintings, from Manet to Picasso, will also be part of Free French display. Exposition open to public. Admission 50¢. Time of Sunday Press Preview in later issue of FASHION CALENDAR. Publicity: Betty Stone, PL. 3-4770.	WOMEN'S NATIONAL INSTITUTE	GRAND CENTRAL PALACE
Tuesday October 28 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Brides will star in the Mary Lewis presentation at the regular Tuesday Salon d'Elegance Fashion Luncheon at the Ritz. The show will cover the logical course of a girl's life from courtship through marriage, the honeymoon, and maternity, presenting fashions for every phase - with special emphasis on California honeymoon playclothes fashions, flown to New York expressly for this show. Also mother-and-daughter fashions - always a specialty of this house. Real diamond jewelry from Cartier will share the spotlight. Open to public. Press by invitation only. Mary Lewis Publ., Rosemary Sheehan, PL. 8-3300. Ritz Publ., Marion Morrison, PL. 3-4600.	MARY LEWIS	RITZ CARLTON HOTEL OVAL ROOM
Wednesday October 29 through January 11	EXHIBIT: PRIZE- WINNING PHOTOS One hundred prize-winning prints selected from 799 photographs entered in "Image of Freedom" Photography Competition recently conducted by the Museum of Modern Art.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday October 30 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW Stein & Blaine will be the exhibitor in the weekly luncheon Fashion Show held in the fashionable Persian Room of the Plaza. Open to public. Press by invitation only. Stein & Blaine Publicity: Kay Merrill, CO. 5-2837. Plaza Publicity: Joseph Ryle, PL. 3-6744.	STEIN & BLAINE	PLAZA HOTEL PERSIAN ROOM
Thursday October 30- October 31	15TH ANNUAL MEETING Details in later issue of FASHION CALENDAR. Fashion and Publicity Director: Virginia Jewel, WO. 2-0270.	COTTON TEXTILE INSTITUTE	WALDORF ASTORIA HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Nov. 1	SOUTHERN CALIFORNIA'S "ALL WINTER SUN FESTIVAL" Southern California's Apparel Industry will key its January Market Week to this event, staging "Sun Festival" Fashion Shows, and providing retailers throughout country with background themes and promotional material tying in with the festival.	ALL-YEAR CLUB	LOS ANGELES, SANTA BARBARA, SAN DIEGO
Monday Nov. 3-14	BIG CHICAGO APPAREL EVENT	STYLE CREATORS AND DRESS MFGS. ASSOC.	MERCHANDISE MART AND INDIVIDUAL SHOWROOMS
Wednesday Nov. 5-12	GALA OPENING OF NATIONAL HORSE SHOW	NAT'L. HORSE SHOW ASSOCIATION	MADISON SQUARE GARDEN
Thursday Nov. 13 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW Following a trip to the California Market, Mary Lewis will present California Playclothes at the regular Thursday Fashion Luncheon at the Persian Room. Open to public. Fashion Press by invitation. Mary Lewis Publicity: Rosemary Sheehan, PL. 8-3300. Plaza Publicity: Joseph Ryle, PL. 3-6744.	MARY LEWIS	PLAZA HOTEL PERSIAN ROOM
Monday Nov. 17	OPENING OF PRE-SPRING JUNIOR LINES Collections will include cruise, resort and travel clothes - presented at this time to circumvent late deliveries caused by conditions. Individual Opening dates in later issue.	JUNIOR MISS DIVISION, FASH. ORIGINATORS GUILD	INDIVIDUAL SHOWROOMS
Monday Nov. 17- Dec. 31	LOAN EXHIBIT OF AUSTRALIAN ART 1st comprehensive exhibit of Australian art ever shown in U.S.A., sent here by Commonwealth of Australia under auspices of Carnegie Corporation to be circulated by Modern Museum of Art. American Premiere takes place in Nat'l Gallery of Art in Washington, Oct. 1st. N.Y. showing follows at Metropolitan Museum. Advance photos from Museum of Modern Art Publicity Dept., Sarah Newmayer, CI. 5-8900. Photos to accompany reviews from Metropolitan Museum Publicity Dept., Miss Alice Merriam, RH. 4-7690.	CARNEGIE CORPORATION	METROPOLITAN MUSEUM 5TH AVE. AT 82ND ST.
December 1-6 & 8-10	ICE FOLLIES Details in later issue of FASHION CALENDAR. Publicity: Mr. Ted Deglin, CO. 5-6800.		MADISON SQUARE GARDEN
Wednesday Dec. 3 7:00 P.M. Dinner	NATIONAL TEXTILE DINNER CONFERENCE The conference will take up the matter of "Simplification and Identification" giving the low-down on labelling. Principal speaker: Donald M. Nelson, Exec. Dir. of supply Priorities and Allocation Board of O.P.A. Tickets and further information from Mr. Roger Wolcott, Exec. Sec. N.C.R.C., 8 West 40th St., PE. 6-0453. Publicity: Roger W. Riis & Assoc., 522 Fifth Avenue. MU. 2-0304.	NAT'L. CONSUMER- RETAILER COUNCIL	WALDORF ASTORIA HOTEL STARLIGHT ROOF

DATES AHEAD

Oct. 12 COLUMBUS DAY (Celebrated Mon. 13th)
Oct. 27 NAVY DAY
Oct. 31 HALLOWE'EN
Nov. 4 ELECTION DAY
Nov. 11 ARMISTICE DAY
Nov. 20 THANKSGIVING DAY*

RED LETTER WEEKS

Nov. 10-16 NATIONAL FATHER & SON WEEK
Nov. 11-30 NATIONAL RED CROSS WEEKS
Nov. 17-23 NATIONAL ART WEEK
Dec. 25 to Jan. 1, 1942 NATIONAL HOBBY WEEK

*in N.Y. and 24 other states. Balance, on Nov. 27.

HOME FURNISHINGS CALENDAR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 13-18 Press Preview Oct. 13 11:00 A.M.	WINE WEEK Wine week will be observed at Ovington's in a series of window displays and unusual table settings which will be previewed to the Press on Monday, Oct. 13th, at 11:00 A.M. Contact: J. H. Meyer, Ovington's, CA. 5-8700.	OVINGTON'S	5TH AVE. AT 39TH ST.
Beginning Wednesday October 15 (Postponed from 10/8)	LAMP SHOW 4-day showing of lamps, with animals as the leit-motif--mostly in glass. Open to Press and public. Publ. Charles Nicolai, WI. 7-3300.	LORD & TAYLOR	9TH FL. LAMP DEPT.
Beginning Monday October 20	LINEN SHOW Presenting strictly American linens conceived and executed by American designers and American producers. Open to Press and public. Publicity: Mr. Charles Nicolai, WI. 7-3300.	LORD & TAYLOR	9TH FL. LINEN DEPT.
Monday October 20- October 24	ANTIQUES SHOW 14th exposition. Antique dealers from all over country will exhibit their wares. Open to public. Admission \$1.10. For further information, tie-ups, etc., contact: Miss Rachel Baker, LO. 5-1849.	NAT'L. ANTIQUES EXPOSITION	HOTEL COMMODORE ALL 3 BALLROOMS
Monday October 20 4:00 P.M. Tea	PREVIEW EXHIBIT: CHINESE WALLPAPERS Tea time preview of "magnificent Chinese Hand Painted Wall Papers". For members of the Press. Contact: Mr. Mortimer, RE. 7-3413.	MORTIMER'S	762 MADISON AVENUE
Wednesday October 22 12:30 P.M. Luncheon	FOOD EDITORS LUNCHEON To celebrate publication of new Cook book - "Cooking à la Ritz", by M. Louis Diat, who has been chef at the Ritz ever since its opening. Ritz Publicity: Marion Morrison, PL. 3-4600.	RITZ CARLTON HOTEL	CRYSTAL ROOM
Tuesday October 28	EXHIBIT ENTITLED "HORSES" Tieing-in with the National Horse Show at Madison Square Garden, opening Nov. 5th, the Decorator's Club will stage an exhibit of "horsey objects" which may be used about the house, including prints, paintings, fabrics, wall papers, accessories and bric-a-brac. For further information, contact: Denise Abbey, WI. 2-6055.	DECORATOR'S CLUB, INC.	745 FIFTH AVENUE
Thursday Nov. 6 4:30-6:30 P.M.	GALA PRESS OPENING: NEW PAHLMANN ROOMS Press preview. Followed by public Opening, following Monday morning, Nov. 10th. Mr. Charles Nicolai, WI. 7-3300, Publicity.	LORD & TAYLOR	5TH AVE. AT 39TH ST. 7TH FLOOR
Monday Nov. 17- Nov. 25	NATIONAL ART WEEK Annual event established last year by Presidential proclamation for promotion and sale of American Art. This year's slogan: "A Work of American Art For Every American Home". Nat'l Chairman: Mr. Thomas J. Watson, Pres., International Business Machines Corp. New York City has set up a local Art Week Council with Paul Manship, sculptor, as one of 2 co-chairmen; 2nd not yet announced. To tie-in with Nat. Art Week, contact: N. Y. City Council for Art Week, 157 East 67th Street, N. Y. C.		

MUSIC... THEATRE... NIGHT SPOTS

Sunday October 12	1ST PHILHARMONIC-SYMPHONY BROADCAST OF SEASON, ON CBS NETWORK	
Tuesday Evening October 14	GALA PREMIERE, NEW OPERA COMPANY Mozart's "Cosi Fan Tutte" opens 1st season of socially sponsored, popular-priced New Opera Company, directed by Antal Dorati and sponsored by Mrs. Lytle Hull (formerly Mrs. Vincent Astor). Opera will alternate with Ballet Theatre. New Opera Publ., Leo Guild and Ezra Goodman, CI. 6-9660. Ballet Publ., Gerald Goode, CI. 7-8300.	44th Street Theatre
Saturday October 18 10:00 P.M. 'till Dawn	CHINA CLIPPER CABARET Very social and unique Chinese cabaret party to benefit United China Relief. Staged in the novel setting of the Automat. Subscribers invited to "Go High Hat at the Automat". Late supper via the regular coin-in-the-slot system. Cabaret entertainment by such notables as Bill Robinson, Carmen Amaya, Hal Le Roy, etc. Other attractions: dancing; game room; jewelry and gift auction conducted by Eddie Cantor, etc. Publ: United China Relief, Miss Norgaard, MU. 3-6835.	Automat Restaurant, 5th Ave. at 45th
Monday October 20	PREMIERE: AS YOU LIKE IT Ben Boyar-Eugene Bryden production of comedy by Shakespeare, with Helen Craig as Rosalind.	Mansfield Theatre, 256 W. 47th St.
Tuesday October 21	PREMIERE: THE GOOD NEIGHBOR Drama by Jack L. Levin, under management of Sam Byrd. Directed by Sinclair Lewis, with Anna Appel and Gustave Schackt.	Windsor Theatre, 157 W. 48th St.
Wednesday October 22	PREMIERE "CANDLE IN THE WIND" Maxwell Anderson drama with Helen Hayes and Stiano Braggioti. Directed by Alfred Lunt. Presented by Theatre Guild and Playwrights' Company.	Shubert Theatre, 225 W. 44th St.
Thursday October 23	PREMIERE: WALT DISNEY'S "DUMBO" Story of an elephant with floppy ears who learns to fly through the air and becomes the greatest circus attraction in the world. In Technicolor.	Broadway Theatre, 1681 B'way
Tuesday October 28	PREMIERE: THE LAND IS BRIGHT Play by George S. Kaufman and Edna Ferber, with Diana Barrymore and Hugh Marlowe. Max Gordon production.	Music Box Theatre, 239 W. 45th St.
Wednesday October 29	PREMIERE: LET'S FACE IT Vinton Freedley-Cole Porter & Herb and Dorothy Fields-musical with Danny Kaye and Eve Arden. Costumes by John Harkrider.	Imperial Theatre, 249 W. 45th St.
Thursday October 30	PREMIERE: HIGH KICKERS Musical with book by Bert Kalman, Harry Ruby and George Jessel. Music by Kalman and Ruby. Starring Sophie Tucker.	Broadhurst Theatre, 235 W. 44th St.
Wednesday Nov. 5	PREMIERE: BLITHE SPIRIT Noel Coward's play with Clifton Webb, Peggy Wood, etc. John C. Wilson production.	Morosco Theatre, 217 W. 45th St.
Monday Nov. 24	OPENING NIGHT METROPOLITAN OPERA CO. Season opens with Mozart's "Figaro". Rise Stevens will sing leading role.	Broadway at 39th St.